

Historic, Archive Document

Do not assume content reflects current
scientific knowledge, policies, or practices.

CHOICE PLANTS

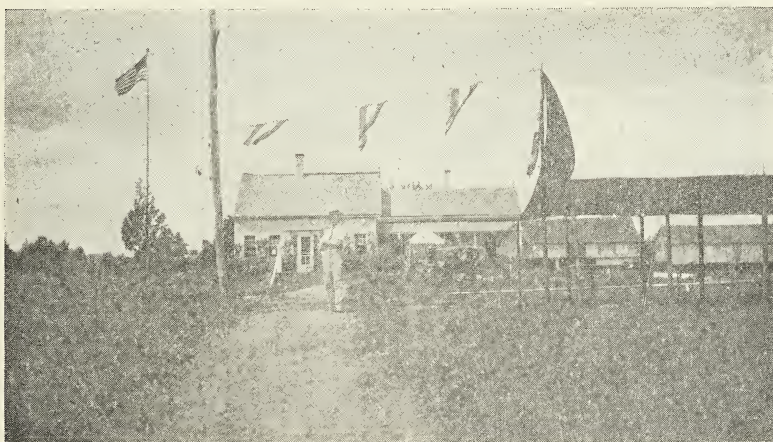
SPRING, 1921

Sunnyside Fruit Farm, Athol, Mass.

C. S. PRATT, Prop.

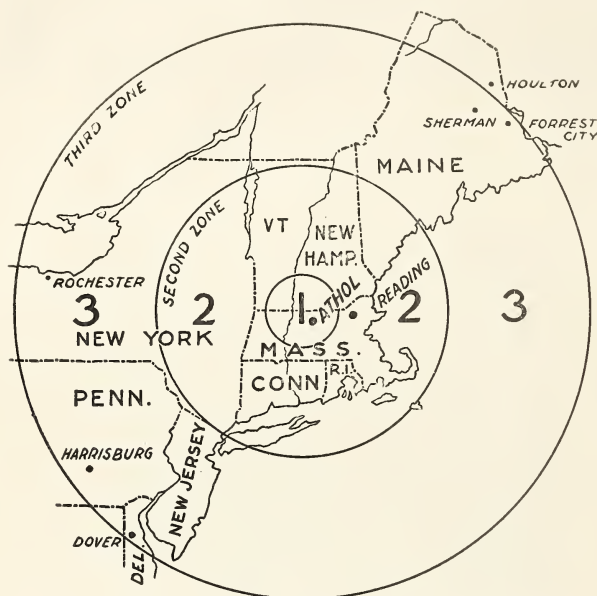


C. S. PRATT'S HOME SNOWBOUND FEB. 28, 1920



THE SAME PLACE FOUR MONTHS LATER

Since I commenced the Plant business there have been put onto the market 2718 varieties of Strawberries and new ones are coming out every year. I have gone over the long list year after year, adding to and discarding until I have a list that cannot fail to do well. I believe that the **First Quality** is the finest family berry, **Howard** the best market berry and **Peerless** the best ever-bearing.



DO YOU LIVE INSIDE THESE CIRCLES

All plants in dozen, hundred or five hundred lots will be delivered to your postoffice, post paid by parcel post, only in the 1st, 2nd and 3rd zones from Athol. When you buy Plants of me you know just what they will cost at your place. No express charges which are higher than last year. Better have your Plants sent via mail.—Get them quicker and cheaper.

ATHOL, MASS., is the Hub of the Best Strawberry Growers in the United States. We have the markets at our very doors. Why, in the State of Massachusetts alone there are one hundred cities and towns with a population of 5,000 and over.

The 3rd zone takes in all of N. E. States, except the Northern part of Aroostook County, north of Houlton, Me., and nearly all of New York State. Ask your postmaster what zone you are in from Athol.

One hundred Plants weigh four pounds, and if sent by Parcel Post to the 4th Zone would cost you 7c extra, and to the 5th Zone 14c extra. Five hundred Plants weigh 20 lbs. and if sent to the 4th Zone would cost you 14c extra; to the 5th Zone 80c extra. **UNDERSTAND, I Pay the Postage in the 1st, 2nd and 3rd Zones from Athol, Mass.**

We never ship Plants C. O. D. to any one, nor do we book orders and reserve Plants unless one-third of purchase money is paid down when the order is sent.

Forty-seven years I carried on the Plant Business in Reading, Mass., within 12 miles of Boston. Four years ago I came up to Athol, 83 miles from the Hub. I expected to lose some of my old trade, but to my surprise I have not lost one customer.

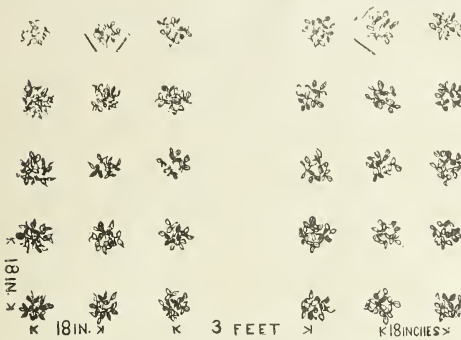
If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.—Emerson.

If you haven't met Strawberry Pratt, you ought to jump at the chance to get acquainted with him.

If you already know him, you'll welcome this opportunity to get closer to his viewpoint as expressed in this season's Catalogue.

*"There is a tide in the affairs of men,
Which taken at the flood leads to fortune.—Shakespeare*

Be wise now and get the Victory Raspberry



We give a cut of a very excellent plan of setting plants to be grown by hill system. The plants are set in rows, 18 inches between them, and same distance apart in the rows. Then a space of three feet left for horse cultivation, and three rows of plants as before. There is a great advantage in hill culture over the matted row system, where fine berries are in demand. Planted in this manner it will take 14,520 plants to set an acre. Should the plants yield under **high culture**, a quart to each plant, which has been done time and again, and the berries command only 10 cents per quart (a low price for extra fine fruit), the yield in money value would support a good sized family and have something left. Always use high culture and plenty of manure and water with the hill system. Grow extra fine fruit where there is demand for it. Where

there is only a market for low-priced fruit, the matted row will answer. You will have the quantity at the expense of size and quality.

THREE WAYS OF SETTING A PLANT



Planted too deep



Planted too shallow



THE RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed go over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next season. The first three commandments in successful fruit growing are:

Thou shalt not use poor plants

Thou shalt not set plants carelessly.

Thou shalt not use ground until well fertilized and thoroughly prepared.

Our plants are the highest standard reached. It is useless to look further, for better can't be found. We guarantee all plants furnished by us to be first class, delivered in good condition when shipped.

IT'S WHAT YOU GET FOR YOUR MONEY THAT COUNTS

Isn't it the most practical and reasonable thing in the world that every one should place their orders where they get the greatest value for the money invested?

Remember my plants are delivered right at your door at the prices named in lots up to 500.

LUCILE

THE IDEAL EATING GRAPE.

THE WONDERFUL NEW GRAPE OF THE NORTH.

Everybody has room somewhere, some place around their home for a few Grape Vines—over the fence, along the wall or on the trellis—it makes no difference where. Taking hardiness and quality into consideration, we offer the LUCILE—which without doubt is the finest of all eating grapes. A strong, robust grower and ripens its wood to the tip under a load of fruit, of which the Niagara would not ripen one-half. Quality: Sweet and delicious; color: dark, rich red. Its crowning glory is its size and compactness of its clusters which resemble those of Diamond but are larger. An indispensable Grape in the extreme north, where only early and extra hardy varieties can succeed.

The State Agricultural Experimental Station at Geneva, N. Y., says:

"Lucille is of interest and value because of its truly remarkable vine characteristics. In vigor health and hardiness and productiveness it is not surpassed by any of the cultivated native grapes. With all of its great work LUCILE ripens its wood almost perfectly. It is very productive, as much so as any other of our native grapes, often bearing four bunches to the shoot, its crop exceeding that of Concord. It has never been known to winterkill in the grape region of New York. Its fruit and foliage are nearly immune to the fungal diseases of the grapes." Be sure and order at least one vine.

Extra heavy two-year-old vines, 75 cents each.

He that has a thing to sell, goes and whispers it down a well
Is not as likely to collar the DOLLARS, as he that climbs a tree and Hollers.

I have climbed the Tree

Two Country Boys

One goes to the city to be chained down to a life job at \$39 per week with no better prospect ahead. In time marries; hires a tenement in a flat. **What a life!**

The other stays at home and lives like a prince. Goes and comes when he likes and is his own boss; lives in his own house. **He lives!**

If, instead of farm boys and men going to cities and mills, they would go to a nursery or orchard and learn the business, they would soon be able to start for themselves, and become independently rich a good deal quicker than they possibly could in any other work. And if, instead of struggling on in a city with an income that is too small, people would buy a place in the country and grow fruits, they would find life easier, healthier and happier, and would be able to provide good homes for themselves.

There is an enormous growing demand for fine fruit all over the world, while the production is actually no more than holding its own. Many a lawyer, judge, merchant and professional man wishes he had a place in the country, knew what to plant, and how to go about it so that he could make an independent living there. These people are tired of city life and realize that there is something better for them on the green and brown hills.

Every person strives for two things: money and luxury. A fruit grower has both. He grows something that the public needs. He may dress in overalls yet be the envy of a National Bank President.



When a man is rich and making lots of money he has many friends. But when he is poor, the first of these friends may give him a loaf of bread, but I doubt that the second will. So it's up to you to be a judge of your own affairs, to do your own thinking, and to put yourself in such a position that you will be in no danger of starving some day, physically, morally or mentally. Get a business you can be proud of; make your business your hobby; and you will make money and be happy.

JUST KEEP ON KEEPIN' ON

If the day looks kinder gloomy
An' your chance is kinder slim—
If the situation's puzzlin'
An' the prospect's awful grim,
An' perplexities keep pressin'
Till all hope is nearly gone,
Jus' bristle up, and grit your teeth,
An' keep on keepin' on.

"Give me the man who can hold on when others let go; who pushes ahead when others turn back; who stiffens up when others weaken; who advances when others retreat; who knows no such word as 'can't' or 'give up'; and I will show you a man who will win in the end, no matter what opposes him, no matter what obstacles confront him."

A FEW THINGS A FRUIT GROWER HAS TO BE THANKFUL FOR:

That we may have a ride without paying for it.
That we know where our boys and girls are at night.
That we need not worry about the house rent or fuel bills.
That business depressions are powerless to make us cold or hungry.
That we may raise most of our living in our own gardens.
That we have the opportunity to give our boys and girls a start in the world if we desire to.
That we have many days off—between chores—which the working man in town cannot afford.
That we may entertain our friends without having to cut down our family living expenses for the next week in consequence.
That we have long, uninterrupted winter evenings in which to read and study and weld the family ties so strongly they will never break.
That we need not be stupid, or ignorant, or uninteresting unless we choose, for there are many things for us to learn in our country homes.

I was born in the City of Boston, Oct. 14th, 1847, thank God I moved out into God's Country when I was 6 months old, and remained there ever since. Man made the City, God made the Country.

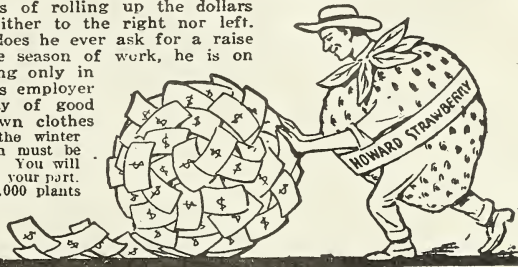
A man may lie and a man may guy, a man may puff and blow;
But he can't get trade by sitting in the shade, waiting for his business to grow.

A Healthy, Vigorous, Youngster

He attends strictly to his business of rolling up the dollars for all who employ him, looking neither to the right nor left. He never heard of a strike, neither does he ever ask for a raise in his pay or shorter hours. In the season of work, he is on the job 24 hours a day, never resting only in the winter season. All he asks of his employer is a good place to work and plenty of good food and care. He furnishes his own clothes with the exception of an overcoat for the winter season, when he takes his vacation, which must be furnished if you expect him to do his best. You will never find a more faithful servant if you do your part. 25,000 quarts from two acres. I have 500,000 plants to sell. Delivered via parcel post.

SEND FOR CATALOGUE.

STRAWBERRY PRATT, ATHOL, MASS.



25 Plants, 60c; 100 for \$2.00; 500 for \$8, Post Paid. 1000 Via. Ex. \$15.

1ST QUALITY STRAWBERRY



(S) Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed. I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheelbarrow three times until you could hardly see anything but dirt—hardly a plant in sight, and inside of three weeks had as fine looking bed as one would wish to see, and no more work done on it, not even covered up for the winter, and the next season harvested a bang up crop. Now a variety that will do that is worth growing.

25 Plants 40c, \$1.25 per 100, \$5.00 per 500, Post paid, \$9.00 per 1,000, via Express.

PEERLESS EVERBEARING STRAWBERRY

The finest Fall Bearing Strawberry on the market today, by all odds. Very large and handsome; very attractive. Quality is fine. Just good enough to give to your friends. One will never grow the Superb after once seeing the Peerless. It is not only a Fall Bearing Berry but in June it will fruit as well as any other variety. In my 50 years of growing strawberries I never have seen any variety set more fruit; good berries; not as large as the Howard. It will fruit in August if set this Spring.

25 Plants 50 cents, \$2.50 per 100, via Parcel Post.

You have taken the trouble to turn this page upside down and read all I have to say about the Howard 17 Strawberry. Reader, you may turn the Catalogue around and read all I have to say about the Howard 17 Strawberry.

I am setting 6 Acres to Victory Raspberry, you see what I think of it.

Fruit growing is much like a game of chess; the man who cannot see more than one move ahead is likely to come out on the losing side. The man who takes hold of the Victory Raspberry NOW is the one who makes a move in the right direction for \$ \$ \$ in the near future.

Josh Billings Said:

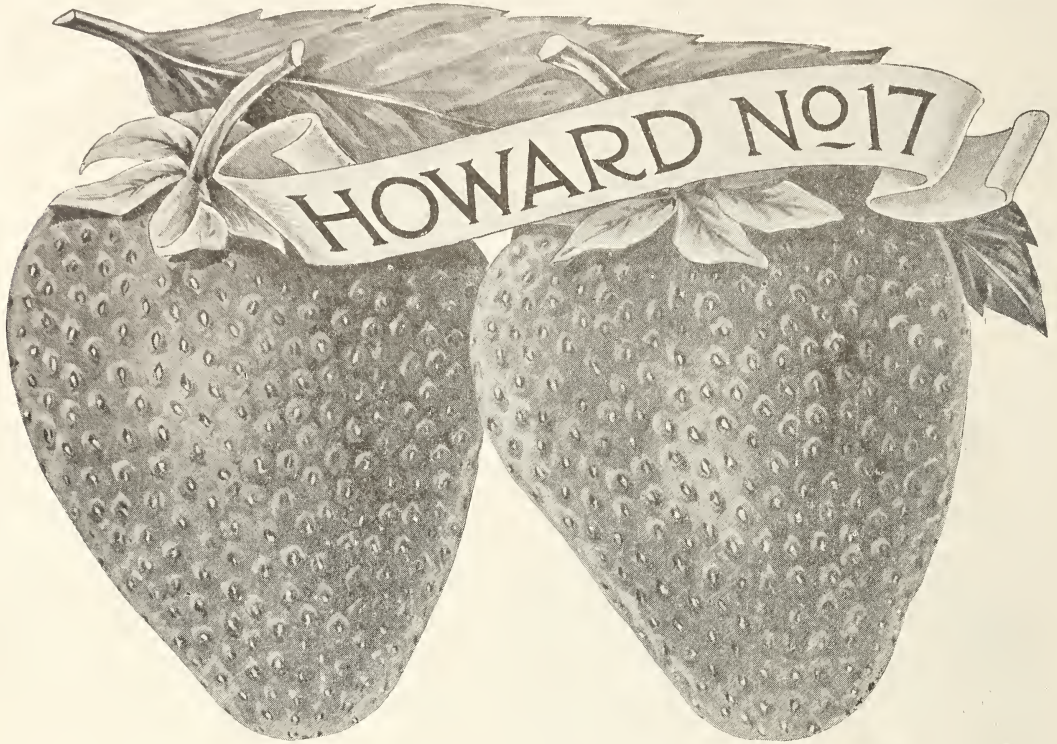
Victory is the rooster.

"I luv a rooster fer 2 things: the crow that's in him and the spurs on him to bak the crow up with."

Hustle!

Would you get your share of dough? Just hustle!
Would you make your business go? Just hustle!
Would you enter in life's race
And keep up the rapid pace?
Would you work up to first place, Just hustle!

Get a Move on this Spring and set the victory!



Of all Strawberries ever put onto the market this is the Best. The season of 1920 I had 12,000 quarts from an Acre, the season lasted 25 days. They held their size until the last and for the last 10 days I was the only Grower that put berries on the Athol market, and I had things all my way. There were eight Strawberry Growers besides myself. It certainly is the Berry to tie up to to make money. I could fill pages in telling of its good points, but it is not needed. Every Strawberry Grower in the New England States know of its good quality.

FIRST AND BEST

not

That It Is First Is It Best,

but

Because It Is Best It Is First

FIRST AND BEST

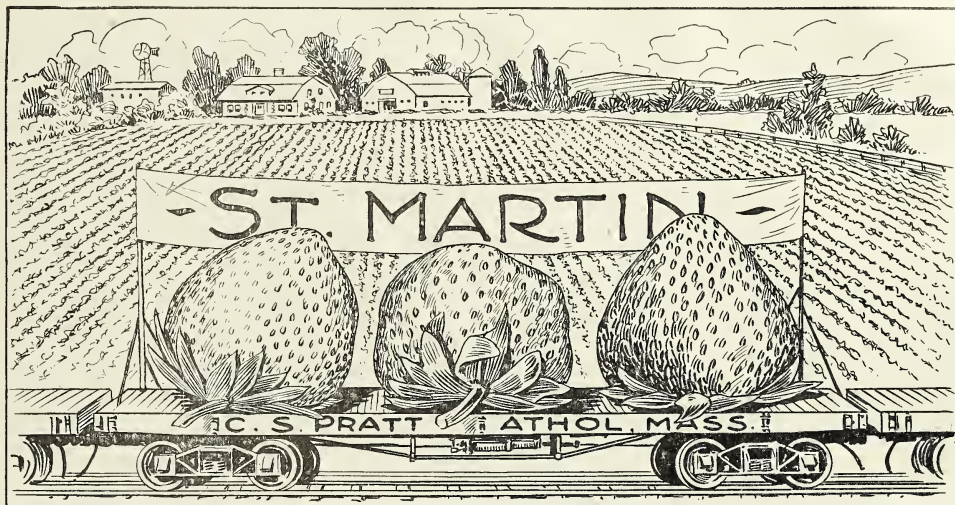
You have a dollar. I have a dollar. We swap. Now you have my dollar and I have yours. We are no better off. You have an idea. I have an idea. We swap. Now you have two ideas and I have two. That's the difference.

I have the idea that if you buy the Howard 17 Strawberry of me this Spring you will make money. We both will make money. It never pays to sell a thing you don't believe in. Don't try to sell something to a man unless you think he will get a good return for his money. If he does not, he will always be thinking of the time he lost out on a deal with you—And it is going to hurt you sure as fate.



A MORTGAGE LIFTER

25 Plants 60 cents. \$2.00 per 100. \$8.00 per 500. Post Paid \$15 per 1000, via Express



ST. MARTIN (S)

This Berry was put onto the market last Spring, at \$10 per dozen. It is claimed to be as fine quality as the Marshall and that it will hold its size all through the season; will average 30 berries to the quart. That is what the Marshall will not do. The berries are as large at the end of five weeks fruiting as the Marshall is the first week. I bought 1500 Plants last Spring and I have the finest Plants of it that can be obtained in the United States, and I will tell you why I think so, in the first place these were set on good strong grass land that would cut 3 tons to the acre and the Plants were set in rows 48 inches wide and 24 inches in the rows which gives each plant 1152 square inches to grow in and not be crowded and the ground was kept moist all through the season then was watered 3 times every week by my system of irrigation. I do not believe there is a finer Strawberry bed in New England. My Plants come right straight from the originator, and I know that they are

TRUE TO NAME

The St. Martin is a Perfect Blossom.

This is a Plant of the St. Martin. I shall send out hundreds just as fine stocky Plants as this one to my customers this Spring.

25 Plants \$2.50 100 Plants \$6.00 Post Paid 1000 \$50
via Express.

Don't be an average strawberry grower.

Don't be an average in anything.

Don't stay in the average class.

An average man never rises above the level of the masses.

Buy the best and grow them in the best way and get the best prices and enjoy the strawberry business and make money.

SOME POINTS

- 1st. You must have what the people want.
- 2d. You must have the best.
- 3rd. You must know it to be the best.
- 4th. You must let other people know that you have the best.
- 5th. You must convince them that it is the best.
- 6th. You must be able to prove it.
- 7th. It must prove with your customers just what you claim.



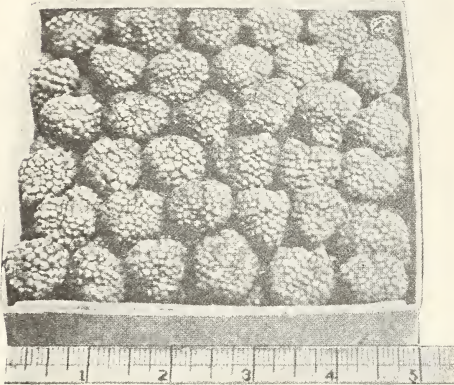
ONE OF THEM



This is a photograph of My Plantation of Victory Raspberry Plants taken Sept. 1st., one years growth. I never saw such Growth in my life before.

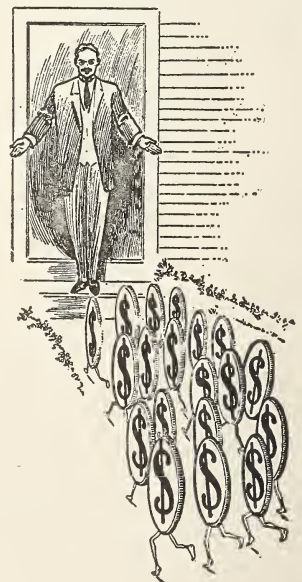
A Wonderful new Red Raspberry. This will be to the Raspberry what the Howard No. 17 is to the Strawberry. The berries are nearly an inch in diameter. A seedling of the Cuthbert, which it resembles, and as fine flavor. Extremely hardy; comes through alive when

it goes down to 30 degeres below zero. It did in Athol, Mass. the winter of 1920. The plant is a vigorous grower. The fruit will sell for double the price of the Cuthbert. I have never seen as fine a Raspberry. I shall only sell a limited number this Spring I want them to set myself I have only ½ an Acre that I set a year ago. Shall set 6 Acres this Spring. Next Fall I will have a LITTLE MILLION OF THEM TO SELL. The price in October will be \$1.50 per dozen. \$8.00 per 100 \$75 per 1000, remember this is not the price this Spring. Make your plans to set an acre of them next Fall.



There is twice as much money made in the Raspberry as in the Strawberry and always was, just think of it, common Cuthberts sold last year in Boston Market at wholesale for 25 cents per basket. What, oh what would the Victory sell for a Berry twice the size of the Cuthbert. There is more money growing them than there ever was in selling

ing Booze before Prohibition time. Take my advice Young Man get every Plant that you have money to buy and set them out. and as soon as you have got plants enough to set an Acre, do so, in two years marry the very best girl that you can tie up to (if you are worthy of her) and just live on the constant inflow of money you will receive.



I have discovered the best raspberry ever grown. It is a giant, as sweet as honey, and as delicate in flavor as a maiden's kiss. It is as big as the end of a man's thumb,

It is not one of your coarse, tasteless things that grow on stunted vines among choking weeds. The berry is of fine texture, remarkably juicy, rich in color and keeping qualities, and a wonderful yielder. If you live near a large town, no crop grown will return more dollars and cents.

Price for Spring of 1921 \$3. per dozen.
\$15. per 100. via Parcel Post



These three Dollars will
leave you this Spring

Next year they will
come back like this



The Wonderful Everbearing Raspberry---The Erskine Park


New Erskine Park—The Best Everbearing Red Raspberry—Berries Large, Perfectly Formed, Beautifully Colored, Deliciously Flavored—Hardy in Plant, Blossom, Fruit

GROWTH AND HARDINESS—The plant is by far the strongest Raspberry we have ever seen. It branches out like a tree and has the largest and most roots of any variety. It is perfectly hardy, originating in the Berkshire Hills.

FRUIT—The Ranere and St. Regis have been the standard up to the present time. In the Erskine Park we have a berry that far surpasses either of these—both in quality and size—a Raspberry that is a delight to eat, each berry being of a larger size, with its delicious melting flesh, full of rich creamy juice, highly flavored and sweet as honey.

SEASON—Consider the joy and satisfaction of having such berries on your table all through the Autumn, a source of wonder to your neighbors, and you can pick the finest Raspberries until the snow flies.

\$1.00 per dozen, \$5.00 per 100, Post Paid.

It's 10  to 1

That I will make more cle an profit out of the Victory Raspberry the next three years than I have made out of the Strawberry the last 50 years.

JUNE RED RASPBERRY

June is the result of a cross made on the N. Y. Station grounds in 1897 between Loudon and Marlboro. From this seed, 338 plants were secured, one of which after fruiting for several years, was named "June" and in 1909 was disseminated among raspberry growers.

Plants more vigorous than either of its parents, upright, few suckers, hardy, very productive, healthy canes stocky, nearly smooth, roundish, often with considerable bloom; spines straight, of medium thickness, short, few in number and distributed almost entirely near the base; season of bloom June 2 to June 9 in 1912. Fruit matures very early (June 28 to July 16 in 1912), season long, keeps and ships well, adheres well to the bushes, easily picked; berries very large, and holding their size unusually well until the close of the fruiting season, firm, with large drupelets, bright, handsome red resembling Loudon, mild subacid; of good flavor.

I have nothing but praise from all growers.

\$1.00 per dozen, \$3.50 per 100 via Parcel Post. \$30.00 for 1000 via Express

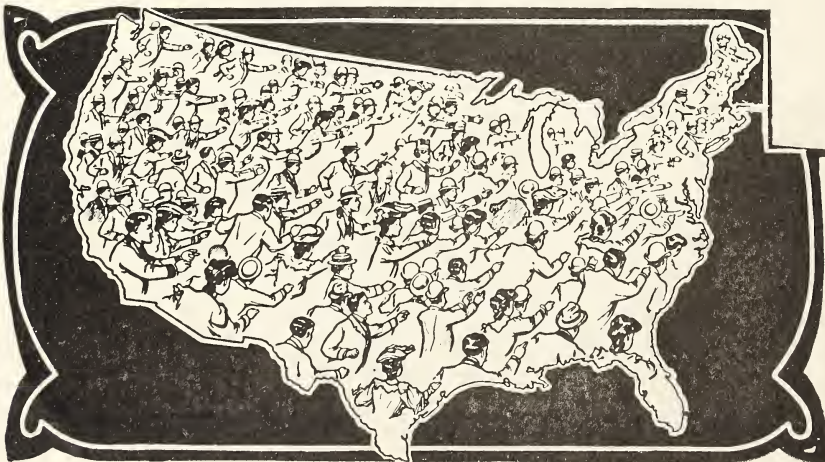
SNYDER BLACKBERRY

An old variety esteemed for its exceptional hardness of cane, superior quality, lateness, and productiveness. Berries are of good size and extra fine flavor—rich, sweet and luscious. It is one of the most reliable of all the Blackberries and never fails to mature a crop. The most profitable variety for a late crop and is planted by many in preference to all others as a money maker. It has clean, healthy foliage and is highly esteemed by many for the home garden. Plants, dozen, 75c; 100, \$3.50 via Parcel Post.

"As the pote says,
Opporchunity knocks at ivry man's dure wanst.
On some men's dures it hammers
Till it breaks down the dure
An' thin it goes in and wakes him up
If he's asleep,
An' ever afterward it wurruks f'r him
As a night-watchman.
On other men's dures it knocks
An' runs away,
An' on the dures iv some men it knocks
An' whin they come out
It hits thim over th' head with an axe.
But ivrywan has an opporchunity."

1921 is your opportunity to get started with the Victory Raspberry.

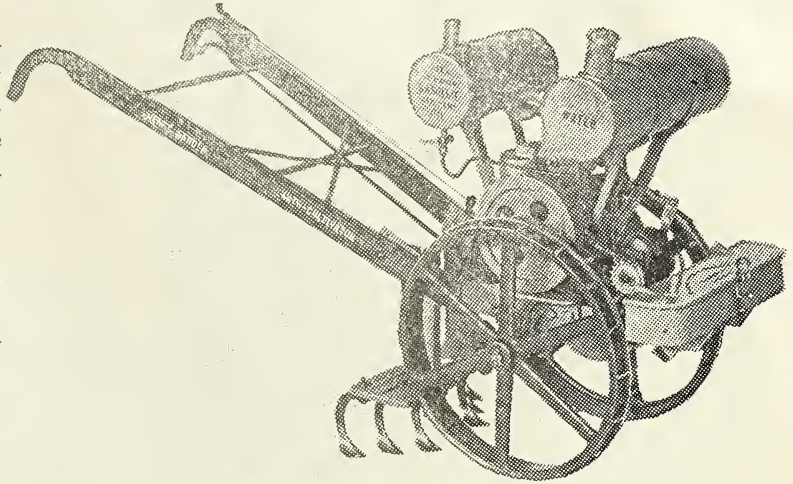
Howard 17 Strawberry Plants. C. S. Pratt, Athol, Mass.



THE BOOM IS ON — FOLLOW THE CROWD.

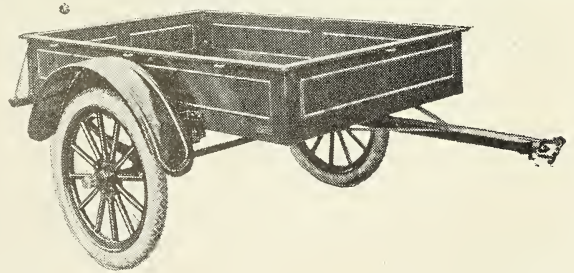
Here is what I use instead of a horse to do my Cultivating. It costs \$5 per week to keep the Horse and then he is likely to have the colic and die.

The Merry Garden Auto Cultivator, Costs \$250. Manufactured by The Atlantic Machine & Mfg. Co., Cleveland, Ohio. 2 Horse Power.



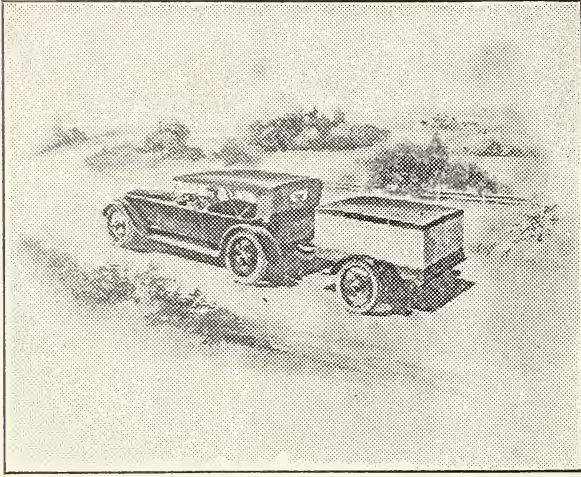
Here is another good thing, it is the Fordson Tractor made by Henry Ford & Son, and it is just as good as his Ford Auto. I can get up in the morning and go into field and plow an acre and then eat my breakfast, and be in the field ready to go to work with my men at 7 o'clock. Before I got it, I had to almost get on my knees to get any one to plough for me. I had one man plough $2\frac{1}{2}$ acres and he charged me \$59. I told him I thought he ought to get into the Pharmacy Business. Now I have a Fordson Tractor to do my own ploughing and some for my neighbors, I can make money ploughing at \$10 per acre.

Still another good thing used at Sunnyside Fruit Farm. I can take the Trailer hitch it on back of my Ford with 24 crates of berries, take my wife, daughter and grandson, take a trip to Athol 6 miles from home and be back again in an hour and a half. That is Business and Pleasure combined.



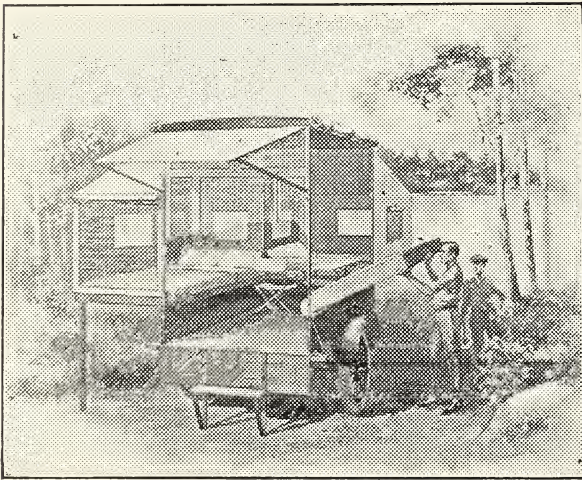
Lyons Steel Trailer, Mfg. by F. P. Lyons, Manchester, N. H.

If you write to them, Please mention that you heard of it through C. S. Pratt's Catalogue.



ON THE ROAD

Showing the Lyons Camp Bungalow Trailer Outfit packed and attached to auto. It trails without trouble at any speed on any kind of road



THE LYONS CAMP BUNGALOW TRAILER FULLY ERECTED. A roomy and commodious summer home, combining all the comforts of a Pulman car with the careless freedom of the Gypsy's caravan

After berry time and the rush is over, I am going to take some of my friends and have a week off up in the White Mountains and after Thanksgiving I want to go to California for 3 months with 2 other friends. We will have no car fare or Hotel bills. It will not cost much to live, will live on Fruit, California is full of it. Come home through the Southern States, be in Washington the last of March.

Who would not like to be a Fruit Grower and have all the good things of life. Work 8 months and then have 4 months vacation.

Canaan, N. H., Jan. 11

Mr. C. S. Pratt
Dear Sir:—

The Plants came in splendid condition and I wish to thank you for your prompt attention and generosity, there were over 200 more than my order called for.. If you feel the need of a vacation come up and help eat some of the fruit.

W. B. HANKLEY

C. S. Pratt
Athol, Mass.

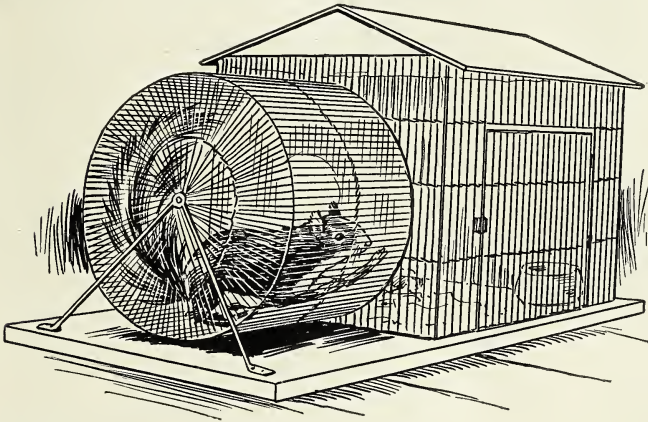
Dear Sir:—

The Plants arrived last Sat. in fine condition, please accept thanks for the fine plants and liberal count.

D. A. McKennon

Received plants, Howard 17, O. K. and they are as firm as any I ever bought.

G. F. Mayo



HE ISN'T GETTING ANYWHERE ARE YOU?

Is your job like the squirrel's— one continuous round of routine work, day after day, with success always just beyond your reach? Are you content to have it that way, or are you looking for a way out? There is a way out— a simple way that will help you to "get there," no matter what your present circumstances may be. If you want to get on—succeed— earn more money. Take my advice and go into the small Fruit Business.

It is worth a thousand dollars a year to have the habit of looking on the bright side of things.

Don't turn your back on the Victory Raspberry.
A berry that will stand 30 below Zero is something worth tying up to.



C. S. Pratt
Athol, Mass.

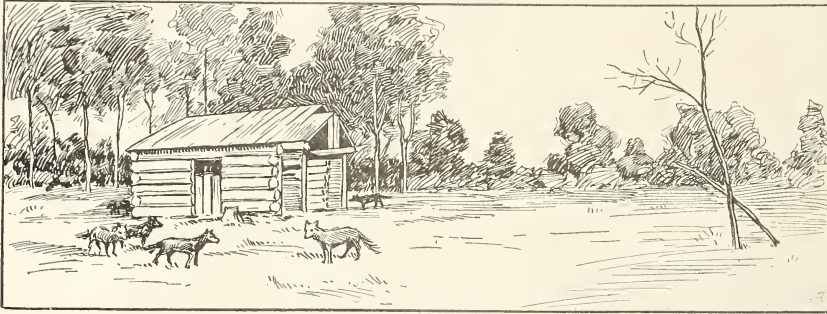
Dear Sir:—

Received the Howard 17 last night—set them out at once. Best plants I ever bought, well grown and packed alright.

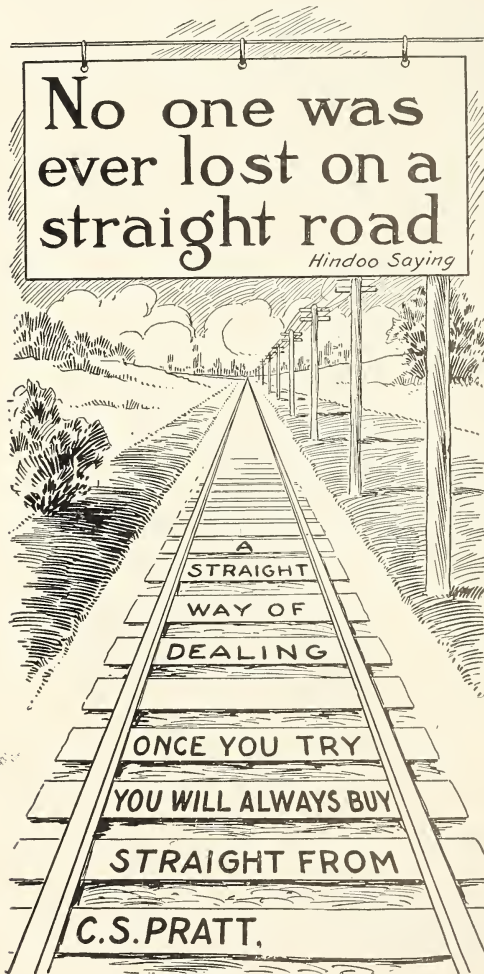
JAMES H. KING

Mansfield, Mass., May 22

SET ONE ACRE OF VICTORY RASPBERRIES AND PAY AN INCOME TAX.



Keep the Wolf away from your home by going into the small fruit business.



Longfellow could take a worthless sheet of paper, write a poem on it and make it worth \$65,000. That's genius.

Rockefeller can write a few words on a piece of paper and make it worth \$5,000,000. That's capital.

"Uncle Sam" can take an ounce and a quarter of gold and stamp upon it an "Eagle Bird" and make it worth \$20. That's money.

A mechanic can take material worth \$5 and make it into watch springs worth \$1,000. That's skill.

A merchant takes an article worth 75 cents and sells it for \$1. That's business.

A woman can purchase a hat for 98 cents, but prefers one that costs about \$27. That's foolishness.

There might be some who will claim they can grow better plants than PRATT and sell cheaper. That's gall.

THINGS I DO NOT WANT

I do not want a million dollars. I would not know how to use so much money. I do not want a large house for my wife to take care of, and it would not seem as homelike as a small one. I do not want a half-dozen houses in various parts of the world as many rich men have. I prefer to have one home and make that as attractive as possible. I am to have a mansion in the next world. That will be glory for me.

I do not want to know everything. It is well I do not know when I am to die, or when any of my friends are. It is well I do not know the mystery of life and death. It is well that we do not know about the destructive germs which are floating about in the air or in the food we are consuming.

I do not want to be governor of the State of Massachusetts nor a member of the United States Congress or Senate nor do I want to be President of the United States.

I want one thing and only one. That is, to be the most reliable plant dealer in the New England States

\$1700 Made by One Man

Selling the "Kant-Klog" Sprayer in
his home County during spare time



If you need a sprayer for your own use—or if you want to book the orders of your neighbors and friends, fill in and send this blank to address given below—we have

A Special Offer for You

Name _____

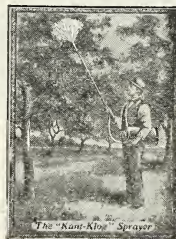
P. O. _____

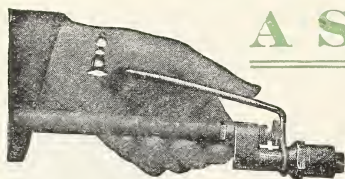
St. _____ State _____

Mail this to ROCHESTER SPRAY PUMP CO.

177 BROADWAY, ROCHESTER, N. Y.

(Over)





A Special Offer for You

To introduce the new "KANT-KLOG" Sprayer we make a very special offer to the first reliable applicant in each locality. The "KANT-KLOG" has distinct features found on no other sprayer. It is the first and only nozzle to give both flat and round sprays and solid streams. Has cleaning device for removing obstructions without stopping the spray. The new spring Hose-Cock starts or stops the spray instantly so preventing waste of fluid.

Sprays Trees, Potatoes, Vegetables, Vines, White-Washing, Disinfecting and many other uses.

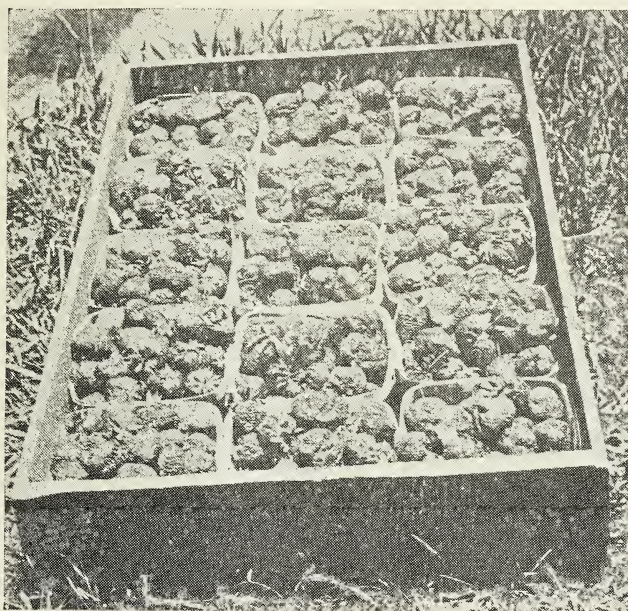


Others are making hundreds of Dollars with this Machine

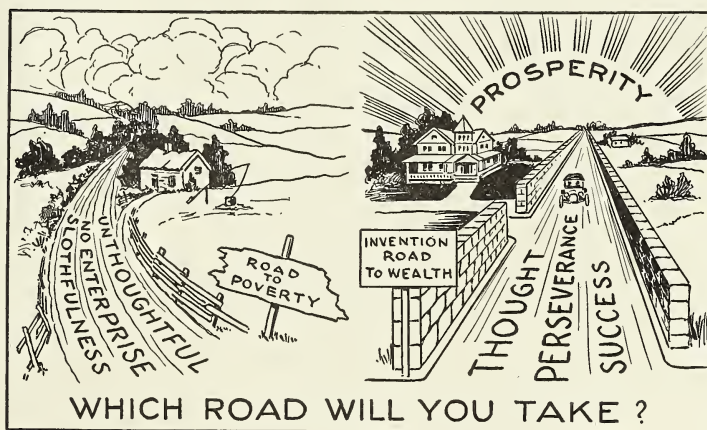
If you wish either to book the orders in your section, or want a sprayer for your own work, fill out the blank on opposite side and we will send special proposition, descriptive matter, etc.

Return this to
ROCHESTER SPRAY PUMP CO.
 177 Broadway, ROCHESTER, N. Y.
 (See other side)





I market my fruit in trays holding 15 quarts. They are made out of $\frac{1}{2}$ inch stock and are 28 inches long, 17 inches wide, $4\frac{1}{2}$ inches deep inside measure. The trays have covers that fit inside with cleats on them so as not to rest on the fruit. The trays are stained a light green which makes the fruit show up great. One can fill the baskets rounding full and not have the fruit jammed, and will reach the customer in fine shape and sell well.



Right hand road for Athol, Mass.

Is a straight road to Prosperity for the small fruit grower.

Mr. Pratt.

Many thanks for the wonderful plants, also the way you count them. I have bought plants from all over the U. S., but never anything like those that came from you.

H. G. DICKY

Reading, Mass. Jan. 1, 1920

Mr. C. S. Pratt.

I have had good plants come from Kellogg's, but never in my life have I seen such a wonderful root growth and stocky plants as the 5,000 Howard 17 received from you to day.

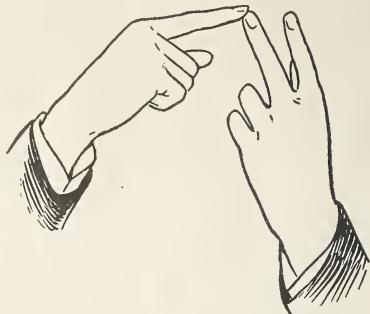
C. W. Brown

Brookfield, Mass., May 13

FOUR GOOD REASONS FOR GIVING STRAWBERRY PRATT YOUR ORDER.



Because he has been in the plant business his whole life and ought to be good authority in that line of business.



Because he has built up a fine business on the Square. You might as well argue with the Multiplication Table as to argue with a man of that caliber.



Because he takes his plants **fresh** from the **ground**, **Packs and ships** the **same day**. They are not dug and tied up, and kept on hard like Dry Grass.



Because he has grown in his life time 565 different varieties and to day you can count the fingers on one hand, and that will tell all that he has under cultivation.

What is the use of growing such varieties as Sample and Senator Dunlap, even if these are great producers, if the Howard 17 is better or the Marshall which has been called the finest family berry, if the St. Martin is as fine flavored and twice as large and five times as productive.

The Park Hospital:

The plants came in good condition. They are as fine as I ever saw

F. E. PARK, M. D.

LAST, BUT NOT LEAST

No one plant grower can get all the trade, and I for one do not want it. I shall never hit a man on the head and say he must give his money to me and no one else. I shall never build my business up by pulling down some one else. The United States is a big country. If I could have all the trade of only the State of Maine I would be a rich man in short meter. I have lots of good customers down East—had them a long time—they stick. Lots of strawberry men in Maine will always trade with "Strawberry Pratt" and others will trade with the other fellow. When the year rolls around and I figure up there is always a smile on my face and I congratulate myself on having done a very good business, and that's about all there is to it. Yours for success with Fruit,

CHAS. S. PRATT, Athol, Mass. 1921.